REMARKS

The above amendment with the following remarks is submitted to be fully responsive to the Office Action of November 29, 2005. Reconsideration of this application in light of the amendment and the allowance of this application are respectfully requested.

Claims 1-9 and 11-17 were pending in the present application prior to the above amendment. In response to the Office Action, claims 1 and 8 have been amended. Therefore, claims 1-9 and 11-17 are still pending in the present application and are believed to be in proper condition for allowance.

Initially, the Applicants acknowledge with appreciation, the Examiner's professional courtesy in granting a personal interview on March 16, 2006 with the undersigned legal representative, and Mr. Doug Schmidt, Vice President of Technology of CNET Networks, who participated in the interview via telephone. During the interview, the background and the novelty of the present invention were discussed in detail, and the Applicants believe that the interview was very beneficial in enhancing the Examiner's understanding of the present invention. As also discussed in detail during the interview, the Applicants respectfully contend that the present invention, as recited in the pending claims, are patentable over the prior art of record.

Referring to the Office Action, claims 1-9 and 11-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Povilus in view of Huang et al. However, as discussed in detail during the interview, Povilus fails to disclose any lists that set forth possible values, or such lists where the values are selectable, as claimed in independent claims 1 and 8 of the present application. In addition, as also discussed during the interview, the cited secondary Huang reference is not an analogous reference in that it merely discloses an inventory control system wherein a database of already categorized products is used to identify and select a product from the system.

In contrast, the present invention is generally directed to a tool for allowing the user to input gathered information regarding a product into a data model. As explained, the present invention greatly facilitates such input of gathered information, and also significantly enhances accuracy of the input by reducing the likelihood of mis-entry by the

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user. Thus, the fields of endeavor, and the problems addressed by the present invention as well as the primary Povilus reference, are completely different than that addressed by the Huang reference, and Huang would not have commended itself to an inventor's attention in considering the problem addressed by the present invention. Therefore, the Applicants again respectfully contend that the cited Huang reference is not an analogous reference, and should not be relied upon.

In addition, as also discussed during the interview, even if Huang was considered to be an analogous reference, which it is not, the combination of Povilus and Huang still fails to result in the present invention as claimed. In this regard, it is noted that Huang merely discloses an inventory system that allows product disambiguation so that the desired product that is already stored in the system, can be identified by the user of the system, and information associated thereto, retrieved. Thus, the combination of Povilus and Huang still does not teach or render obvious, "plurality of possible value lists, each possible value list being arranged to identify plurality of values that are selectable as a value for attribute of the product being classified according to the data model," as specifically recited in independent claim 1, and as similarly recited in independent claim 8.

In the above regard, in response to the Examiner's request during the interview, the following portions of the specification of the present application are identified for discussing selection of a value from a value list which are recited in the present claims:

Pg. 6, lines 19-24;

Pg. 7, lines 10-15 ;

Pg. 14, lines 7-15;

Pg. 16, lines 25-13;

Pg. 19, lines 2-9;

Pg. 27, lines 12-16; and

Pg. 29, line 24-Pg. 30, line 9.

Furthermore, as also discussed during the interview with respect to independent claim 8, neither of the references specifically disclose, teach, or otherwise suggest a plurality of system SKUs, a plurality of manufacturer SKUs, and a customer SKU, where
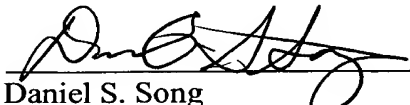
a customer mapping table that maps each system SKU to a customer SKU, as specifically recited.

Of course, the combination of Povilus and Huang also fails to disclose, or render obvious, other features of the present invention as recited in the various dependent claims. For instance, the combination of these references still fail to teach unit lists with selectable units, value-unit combination, possible country table, compatibility table, etc., these features being recited in various dependent claims. Therefore, in view of the above, the withdrawal of this rejection, and the allowance of claims 1-9 and 11-17 are respectfully requested.

In addition, to expedite the prosecution of the present application, the preambles of independent claims 1 and 8 have been amended to delete recitation to "distributing", and to positively recite "and storing", instead of "or storing" as discussed during the interview. Because these amendments merely further limit application of the present invention which has already been considered by the Examiner, no new issues are believed to be raised, and entry thereof is respectfully requested.

Correspondingly, it is submitted that the present application is in condition for allowance and a notice to that effect is respectfully requested. However, if any issue remains after considering this response, the Examiner is invited to call the undersigned to expedite the prosecution and work out any such issue by telephone.

Respectfully submitted,

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